

Use these questions in vendor calls, RFP responses, and contract reviews to assess AI tools against ethical and legal standards.

#### DATA PRACTICES

##### Where does your training data come from, and how is it sourced?

Understand whether data was scraped, licensed, or synthesized — and whether consent was obtained from individuals whose data was used.

##### How is our customer data used once it enters your system?

Clarify whether client data trains future models, is retained after contract end, or is shared with third parties or sub-processors.

##### What data minimisation and retention policies are in place?

Vendors should collect only what is necessary and have clear schedules for deletion or anonymisation of personal data.

#### MODEL TRANSPARENCY

##### Can you explain how your model reaches its outputs or recommendations?

Look for vendors who can provide feature importance, decision logic, or plain-language explanations — not just a black-box score.

##### What documentation exists for the model architecture and version history?

Model cards, changelogs, and deprecation policies indicate a vendor committed to transparency and stability over time.

##### How are model updates communicated, and do we have the right to opt out?

Unannounced changes can shift performance or introduce new risks. You should know when the model underneath your campaign changes.

#### BIAS TESTING

##### What bias audits has the model undergone, and can you share the results?

Ask for third-party audit reports, disparity analyses by demographic group, and how the vendor defines and measures fairness.

##### How does the system perform across different audience segments?

Targeting or scoring models can produce systematically worse outcomes for protected classes. Request disaggregated performance metrics.

##### What is your process for identifying and correcting bias after deployment?

Bias can emerge over time as data distributions shift. A vendor should have an ongoing monitoring programme, not just a one-time test.

#### CONTRACTUAL PROTECTIONS

##### What liability does the vendor accept if the AI causes harm or regulatory breach?

Contracts should clearly allocate responsibility for discriminatory outputs, data breaches, or violations of ad-targeting regulations.

##### Does the contract include audit rights and an SLA for bias or accuracy remediation?

You need the contractual right to inspect model behaviour, access performance data, and require fixes within a defined timeframe.